ABSTRACT

The invention includes a method, apparatus, and computer program product for determining when to insert supplemental content between requested content, such as when to insert advertisements between requested Web-pages. In a preferred

5   embodiment, a first request is intercepted from a user for first content. Subsequently, a second request is captured from the user for second content. It is then determined that the second request is independent of the first content. Finally, the insertion of supplemental content is facilitated, between the first content and the second content.